

**AN INTEGRATED MARKETING COMMUNICATION ANALYSIS
(A DESCRIPTIVE QUALITATIVE STUDY ON TINY LIBRARY CAFÉ)**



**To be written as one of requirement to complete Bachelor's Degree in the major of
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LEGALIZATION PAGE

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An Integrated Marketing Communication Analysis (A Descriptive Qualitative Study On Tiny Library Café)

Abstract

A promotional activity is basically an activity to build knowledge and awareness toward a certain brand. Brand awareness emerges from a marketing communication strategy management that results in a value. This is a success determinant of the implemented strategy, especially in attracting new customers. This research was conducted to discover how the integrated marketing communication strategy that implementers created the awareness in attracting new customers. Subjects of this research consist of General Manager, Marketing manager, Creative manager of Tiny Library Café, two co-operated communities, and the customers. The research method that applied was qualitative method, and characteristic of the research was descriptive, which means reporting a situation or events. By conducting an in-depth interview with the informants in determining the applied integrated communication strategy. Result of the research that obtained was the lack of identity's relevance of the Tiny Library Café's identity that exposed to the public. It resulted in a bias to brand image that affected to the brand awareness along with the positioning power itself, either in the market or in the customer's mind.

Keyword : Integrated Marketing Communications Strategies, Promotional Marketing, Brand Awareness.

Kegiatan promosi pada dasarnya adalah untuk menciptakan pengetahuan dan kesadaran akan sebuah merek. Kesadaran merek muncul dari pengelolaan strategi komunikasi pemasaran dan menghasilkan sebuah nilai. Hal ini menjadi penentu atas keberhasilan strategi yang diterapkan terutama dalam menarik konsumen baru. Penelitian ini bertujuan untuk mengetahui bagaimana penggunaan strategi komunikasi pemasaran terpadu dalam menciptakan awareness untuk menarik konsumen baru. Subjek Penelitian ini terdiri dari General Manager, Marketing Manager, Creative Manager dari Café Library Tiny, dua komunitas yang bekerjasama dan konsumen lepas. Metode Penelitian yang dipergunakan adalah kualitatif dengan sifat pada penelitian ini adalah deskriptif yang artinya memaparkan situasi dan peristiwa. Dengan melakukan wawancara yang mendalam dengan informan mengenai penentuan strategi komunikasi terpadu yang dipergunakan. Hasil penelitian yang sudah didapat adalah kurangnya relevan mengenai identitas dari Café Library Tiny yang dilempar ke publik. Hal tersebut menciptakan bias pada brand image yang mempengaruhi kesadaran merek serta kekuatan positioning itu sendiri baik di pasar dan dibenak konsumen.

Kata Kunci : Komunikasi Pemasaran Terpadu, Promosi Pemasaran, Kesadaran Merek.

1. INTRODUCTION

Brand is defined as a name that represents a product as a whole. For the service, company, the product itself, and all related matters, all of these is an integral part and represented in a symbol. Brand is understood as a name, sign, symbol or its combinations, to identify a certain product or service and to differentiate it from all competitors. (Kotler 2009).

In the mids of business competition, branding is necessary to differentiate it from others. The brand management should be designed in a proper strategy so the brand is accepted in the mind of customers. Brand influences the customer's perception on products to be consumed. Therefore, competition among the companies is competition of perception, not the product itself.

The role of a brand has an effect to the company, but there is a shifting in the role of the brand. In the low competition level, a brand is just merely a name to differentiate it with other products. But, it is different in the higher level of competition. A brand contributs in creating and maintaining the product competitiveness. By observing the recent business movement cycles, one of business that is emerging is coffee shop business.

Various coffee shops flourished in Solo city offered customers with many options to spend their convenient time. The business growth began in 2008 and kept on growing as time goes by, until now. It indicated that the business could be an answer for the entrepreneurs involved in the coffee shop business in Solo. The growth of business in the sector of trading, hotel and resto in Solo that stated in www.surakarta.bps.go.id in file of Surakarta in 2015 showed a data of 2010 in 25,72 % and kept on growing until 2014 in 1 % - 2% per year. Other than the increasing omzet, numbers of the entrepreneurs involved in this business showed a significant growth. Today, various foods and beverages startes to be innovated into various new menus and new packagings offered to the customers.

Business trend in trading sector in Solo increases every year. Along with the increases, entrepreneurs need a way to conduct a socialization and promotion that compatible with the customers, a basis to design a company's tactic and strategy. Implementation of the integrated marketing communication regards as

suitable in communicating the existence of the brand. Marketing communication is a means of company in informing persuading and reminding the customers either directly or indirectly, about a product or brand that offered (Kotler and Keller, 2009). Therefore, marketing communication may create customer's awareness toward the existence of a product or service that produced by a company. It may stimulate the purchase transaction.

Branding activity is still implemented as one of marketing strategy that gives a value added to the companies's product or service. Because the brand is accepted as an effective fundamental factor of the customer's behavior (Shabastian and Samuel 2013) it can be explained that all messages derived from the organization must be monitored strictly and controlled to ensure their effects. So it may urge to apply the data in an operating technique (Fard, Hamid, Saadatmand 2013) a condition where an organization engaged in a mutually beneficial relationship with their stakeholders and customers is called as an integrated marketing communication. (Duncan 2002). Relations of the activities showed that a determination of strategy is required in conducting marketing activities. A customer segementation, pricing and other matter that included in them is expected to be able to compete in the market.

Integrated marketing communication activities have been studied mostly on its effectivity's part. According to Ewing, success in using the integrated marketing communication tools has been measured in different ways on each of their parts and applications. In advertisement, sales promotion, public relation, direct selling, online selling (Oancea 2015) a study that conducted is *An Examination of Integrated Marketing Communication in US Public Institutions of Higher Education*.by Dawn Edmiston 2009. Examining the existence of an academic institution in relation with numbers of student's enrollment in a university and measured in a list of rank in a region. Population target in the research is public institutions of the higher education in United States. By employing purposive sample for a structured questionnaire that consists of 82 top lists. Moreover, in-depth interviews were conducted to three respondents that were represented based on geographic location of the 4 states in the US. Referring

to the result of the research, integrated marketing communication is aimed to highly contribute to the institution's brand awareness. Institutional leadership support was a strongest determinant for the success of marketing communication strategy that based on the goal of the institution. And then, the marketing value should be understood by all institutions and try to develop a small success pattern, so other person would appreciate the power of marketing and communication. The research also considered on whether there is a difference between IMC levels of the institution and Carnegie classification and geographic location. A similarity with the research that conducted is on the creation of brand awareness in the Tiny Library Cafe.

In this competitive market, to attain an impressive position in the customer's mind is a big value for a company and brand equity is an element that useful to company. (Aaker 1991) Peattie et al. suggested that not all communication in the marketing is focused on the promotional activities and selling products and services. Many informations that created and transmitted is basically to create awareness and knowledge on all activities (Luh & Ketut, X). Brand awareness that created from the implemented marketing communication was to create a value. A value came from a process, brand and service that provided. (MIN2009). There were 3 elements that affected the method, process and significance of the communication. Firstly, it is the organization or the related company, secondly, public. And the third is the environment (Cabe 29009) those elements are basis of the marketing communication's value stream.

This competitive market has altered the perception of which no longer talking on the economic improvement and market anymore. It also affected to the level of market that previously existed, where they did not talk on the product as a prima donna but focused more on the customers themselves. Finding new customers by trying to detect the necessities of the customers and try to fulfill them. This research has choosen the Tiny Library Cafe as object of research, because coffee shop businesses have became an option and it has a wide market. www.tripadvisor.com has been used as additional reference for the category concerned. In this site, it stated that there are around 159 restos and cafes in Solo

city. And then, researcher tried to sort on the café's section in the web. There are approximately 80 cafes in Solo city that listed in the web. Those number are not included the outlets or franchises in Solo and its outskirts. Researcher also conducted a field survey to several points in Solo in case of there are business that have been closed or have altered into new names.

Tiny Libray Cafe is a re-launched form of a previously named "Waroeng Woles" that was established in 2012. With a new concept of the library that promoted, the first step was a brand introduction and then the determination of the marketing communication strategy. Problem formulation in this research is how the implementation of the integrated marketing communication strategy in creating awareness to attract new customers. The strategy implemented to the brand is aimed to inform the café's identity to public in order to do a positioning in customer's mind. The objective of this research is to discover marketing communication strategy that implemented by Tiny Library Café to attract new customers.

1.1 LITERATURE'S REVIEW

1.1.1 Branding

American Marketing Association defined the brand as name, term, sign, symbol, design or its combinations, which is used to identify a product or service and differentiate it from other sellers or groups of competitors. So that, brand is a product or service with a dimension to differentiate the brand with several ways from other products or services (Kotler and Keller,2009) Tjiptono (2006) suggested that branding is not only relevant to the product companies, but also very important for services companies. Because, a strong branding is able to enhance customer's trust in purchasing the services of the intangible, inseparable, variable, and perishable characteristics.

Kotler and Keller (2009) suggested that a challenge for a marketer to build a strong brand was to ensure that customers had seamless experience with the product, service and marketing program to create a brand's knowledge as desired. Kotler and Keller (2009) specified that there were three components of brand's

activator, such as 1) initial option for the element or brand identity that manifested in the brand (name of the brand, URL, Logo, symbol, character, speaker, slogan, soundtrack, packaging, and billboard. 2) Product and service along with all marketing activities and related supportive marketing programs. 3) Other associations that indirectly embedded into the brand by connecting the brand to several other entities (people, places, or goods).

A brand is more than a product. Product is something that produced in the factory, while brand is something that bought by customer. Customer is not merely engaged in a relation with the product or certain services, but also engaged in a strong relationship with the specific brand. Brand is the most important asset of a company, so that brand is the most important intangible asset of an organization.

1.1.2 Market Segmentation

Market segmentation is a process to divide the market into small groups with a certain necessities, characteristics or behaviors that might need a different products with separated ways (Kotler and Keller,2006) Schiffman and Kanuk (2000) explained that the market segmentation is a process to divide the market into different segments of customers with the general needs or characteristic and choose one or more segments to target the diffusion of the different marketing. (Mawoli and Abdussalam 2012) the determination of variables that is used in the demographic, geographic, psychologyc, cultural socio-variable and behavioral's market segmentation (Kotler and Keller, 2006)

a. Demographic

Demographic segmentation is a process of segmenting the characteristics of the customers by applying variables such as age, sex, marital status, type / size of family, family lifecycles, job, etc (Kotler and Keller 2006)

b. Geographic

A mapping of the wide market by segmenting market into several geographical units, like continents. Countries, regions, cities, and nearby environments. Philosophy behind this segmentation is sharing the same

perception, either in the culture, climate, and similar necessities in all time. (Mawoli, 2011).

c. Psychographyc

Psychographic segmentation is a process to segment customer's market by using psychological approaches, like motivations, life styles, attitudes, perceptions and personalities (Kotler & Keller. 2006)

1.1.3 Integrated Marketing Communication

Marketing, more than other business functions are related to customer. Planning process, implementation, pricing and distribution, along with ideas of promotion, product and service to create exchanges that fulfill the necessities that needed, desired, either individually or organizationally, a marketing communication refers to all messages that planned, created and distributed by organization to support the marketing goals along with their strategies as well. (Arens, Weigold dan Arens, 2008).

Considering on the Kotler conception in his book, Principles of Marketing, marketing should be understood in the modern perspective, which is to meet the customers's need. Marketing was no more perceived as "Telling a story and sell". According to Kotler, marketing is social and managerial process where a person or organization obtain what they needed and wanted through a creation and exchanges of values with others (Kotler and Armstrong 2008)

Satisfaction would encourage a customer to purchase and re-consume the purchased product. On the contrary, the unsatisfied feeling would disappointed the customer and hampered them from re-purchase or re-consume the product (Sumarwan 2011) value and satisfaction, is the key to develop and manage the relationship with the customer. Marketing is concluded entirely as a process where a company creating values for the customers and building a strong relationship that aimed to gain values from customers as a reward.

Gunaranjan, (2009) confirmed that the integrated marketing communicaton combined the public relation sciences, advertisement, direct/internet marketing and so on, to provide clarity, consistency and a maximum communication impact. Every integrated marketing communication's

tool, even if it able to well performed in independently, may performed better when managed carefully, in accordance with the scholars's suggestion, and managed in a well coordinated campaign program. (Nkana and Daviofo 2015) Shimp added that the integrated marketing communication is a planned, created, integrated and the implementation of all contacts that a consumer's had to a brand, for all potential distribution channel for messages that had a direct or indirect impact toward buy process. (Stanciou, Botos, Orzan, Pargaru, & Arsene, 2013)

The explanations of the marketing communication tools are:

a. Advertising

As a non personal communication, advertisement is a non-personal communication that structured and consisted of informations about a product, which is usually paid and persuasive in the environment, (products, services, ideas) by a sponsor that identified through available Media (Arens, Weigold dan Arens, 2008). Lee (2004) defined an advertisement is a commercial and non personal communication about an organization and products that ushered to public with targeted in a mass media like television, radio, newspaper, magazine, direct mail, outdoor advertisement or public transportation. This process is regarded as a stage where a business organization provides a space for customers to be informed about a product or service that offered. All of them are conducted to persuade along with sharing an idea to public, so they would purchase the idea.

b. Publicity

Publicity is usually conducted in the form of news or editorial commentary about a product or service offered by the company. These forms are published in print media or television for freely, because the media representatives regards the information is important and worth to be informed to their public. Kotler and Armstrong (2008) specified that a public relation is a good relationship activator with elements of societies in gaining a desired publicity, building the company's image well, and identify or deal with unwanted rumours.

c. Sales Promotion

Shimp (2000) referred the sales promotion as incentive that used by the producers to enhance trading (wholesale and retail) and customer to purchase or encourage

the sales promotion to sell the product aggressively (Nkana & Dafiovo, 2015). Sales promotion consists of all marketing activities that attempted to stimulate the purchasing in a shortest time. Trade-oriented sales and retail promotion provided many kinds of bonus to increase responses from whole saler and retailer. Customer-oriented sales promotion used the coupons, discount, after purchasing, etc. (Kotler, 2002). It can be said that all kinds of sales promotion, there will be a free items to be obtained when customer purchases the product.

d. Personal Selling

Personal selling is a form of inter-personal marketing communication where a sales representative / salesman informs, educates and conducts a persuasive activities to a potential buyer to make them purchase the company's products/ services. This form is simplified by giving an "introduction discount" to retailers and convince them through the advertisements, free samples products and coupons that may increase the selling (Kotler 2002) in Fill's opinion (2009) personal selling is inter-personal communication that involving a face to face activities conducted by individuals, to represent an organization to inform, persuade or remind an individuals or groups to do a proper action as required by sponsor representatives. (Nkana & Dafiovo, 2015).

According to Shrimp (2000) personal selling is a form of person to person communication that involves a sales person to potential buyer and efforts to influence their purchase intention to the company's products or service. It can be said that personal selling is a classic marketing communication model, but this method is mostly applied to seek information on products or services.

e. Internet Marketing

Marketing activities conducted interactively through CD-ROMs, digital *handphone*, interactive TV or many others or online through internet to communicate the products or services. Companies and customers can conduct a two way communication in real time (Mercyana, 2012)

f. Point of Purchase

Point of purchase is provided for producers to promote their product in the sale location. It can be used to attract customer attention, giving the information about

the products, stimulating customer's interest and their desires to do a purchase (Shimp 2010) it opens a final opportunity for the marketer to influence the customer. An interesting display that may attract customer's curiosity on a certain product, allure them to give a try on a product (Cancerina 2013)

2. RESEARCH METHOD

This is a qualitative research, with descriptive characteristic which means describing a situation or event. In addition, to give description on every situational details, social setting, or correlations. A descriptive research focuses on the question of "how" and "who" (Wimmer & Dominick, 1991). The first thing to do is to analyze the conceptual framework from the integrated marketing communication by adding several written references. then, author attempted to identify the definitions of the integrated marketing communication and reveal the compiled explanations, and then, data sources determination that applied was using primary data, that were gathered from a direct observation on the research object and secondary data that were gathered from the existed literatures, such as documents , articles and journals that related with the research.

In this case, the researcher determined type of samples that applied. This is a purposive sample. There were 5 informants that had been selected to complete the requirements of this research. The key informants are General Manager, Marketing Manager, and Creative marketing of the Tiny Library Café, by reasoning on the organizational experience they who had ever when they managed the Waroeng Woless in 2012 to 2015. Then, two communities that joint and co operated with the Café, Fakta Bahasa Community that related with the theme of the Tiny Library Café itself and Football Community who has many members and frequently organized the activities.

The first thing to be conducted in the data collection is by conducting interviews to the informants. Moleong (2007), explained that an interview has an objective to conduct a face to face discussion to gather information orally and gather the data in order to explain the researched problem. In this in-depth interview, author had no control on informants's responses, which means, the

informants were free to deliver their answers. Secondly, the observation. These activities were to observe an object directly without mediator. The objects were observed on the spot. In this research, researcher attempted to take a position of a non participant observer. Where researcher only attempted to observe without participating in the activity of the groups or persons that were being researched, either author's presence were aware or not.

Method that applied to check data validity in this research was triangulation of data sources. According to Patton, a triangulation with the sources means comparing and re-checking degree of credibility of certain information that gathered from a different time and tools in a qualitative research. (Mooleong 2007). Procedures that implemented were a collection of data obtained from the interviews and then compared them to the observation activities that conducted. The rest is adjusting them with theories that applied in the research to gain in-depth understanding on data analysis that obtained.

3. RESULT AND DISCUSSION

Result of this research was obtained through an in-depth interview of the informants. Interview that related with the informants were with the General Manager, Creative Manager and Marketing Manager of Tiny Library Café, and two communities that joint and co operated with Tiny Library Café. Those are divided into categories in accordance with the integrated marketing communication strategy, i.e.

a. Positioning, Segmentation, Targetting

In this category, café library tiny combined the concept of a café with a library that exposed to the public. The concept was rarely found in Solo city. The café offered a place to enjoy chocolates along with reading a book for customers who fond of reading. As commented by General Manager and Marketing Manager of the café,

“I personally observed the business trend, in Solo, there are so many cafes, just like I have stated in the initial discussion that we have managed a café before. This concept has a chance, just like others. In addition, we’ve

considered that the trend is endless, there will be new cafés due to the high enthusiasm (06/1/16)

“If we observe the competition on culinary sector in Solo, there is something special here, we have our own characteristic. So, in the competition perspective, we are, perhaps, more superior. When others (cafes) offer a place or something, here, we have it. Along with the books and library. (25/12/15)“

The café also offers a space to public, especially to communities who wants to cooperate, by providing a place for communities to make a transaction in consignment system or exhibition“ Added the creative Manager of Café library tiny.

“Cooperation with the communities also results in exchanges of the community’s products. For instance, photography community. They displayed their works in the café for sale. So, from the mutually beneficial cooperation, it may result in profit for each others” (25/12/15).

Having observed on the result of the interviews above, it showed that management on identity that determined by the café library tiny was different from others, it made the café library tiny owned an identity in the public’s mind. But, the determination of the café library tiny as a platform in the perception of the vendors was considered as unsuitable on the age and identity that promoted. Madhavaram et al (2005) explained that an effective market community enables the brand awareness building along with its positive brand image. It may result in knowledge about the brand and in the future, it shall trigger the different response that constituted the brand equity.

Edniston (2009) explained that the importance of IMC strategy to determine a brand strategy development of an organization and strengthened the meeting of

company's identity and customer based on equity of a brand, which were brand awareness and brand image.

“We are targeting the college students, there are many colleges in Solo and the outskirts, and we are located in the centre of city, not only colleges, there are also schools, high schools or junior high schools, so, we are targeting young peoples. Yes, tend to the young peoples, who hang out and read books. So, our market is the young peoples and the school kids. Their ages range from teenagers to 25 years old, more or less. Moreover, we promote the chocolates, so we targeting to the chocolates lovers and books as well. ” (25/12/15).

“There are also employees or office staffs come by, because, there are many offices nearby, they come here to enjoy chocolate and looking at the books, just read books.” (25/12/15).

“They also hang out with their friend here, or those who have activities here and there, they usually belong to a community or small groups” (25/12/15).

Market segmentation is a method on how to consider the market creatively by identifying and utilizing the opportunity appeared in the market (Kertajaya, 2006). Market segmentation is very important in the business and marketing. The understanding is not only implemented by differentiating a product or even, creating a new product, but based on the difference of interest and customer's necessity. Considering the reposition of the previous place, there is no significant change on geographic and demographic that selected. Segmentation change occurred in psychographic section, by concentrating on habit in reading books and chocolate lovers. Market segmentation must be done since the beginning, when the first process is started, in the market opportunity analysis (Neil 1997). Became

a key factor to defeat competitors by considering the market from a unique aspect and different way (Kartajaya, 2006).

The next stage after the segmentation is market target. General Manager of the Tiny Library Café has invited the event organizers of the related communities to cooperate with Tiny Library Café to perform some events. That also the goal Tiny Library Café to gain publicity. The community existence was not separated from the initial segmentation that previously was determined by Tiny Library Café.

“The implementation of the segmentation was emphasized on performing activities of the existing agenda. Connected with communities that have joint with us here, then we tried to invite the EO’s of the communities to make a cooperation and also performed a similar activity with us here, it make us easier, because the community has been well organized, it seemed that they have their own team to conduct an event, so we don’t have to be bothered, because one of our goal is the marketing of the cafelib itself” (25/12/15).

Community value is a value that is created through customer’s community that established by a company (Maharsi, 1996). According to Alexander, Schouten & Koenig, experience that received by customer from the community is strenghtening customer’s relationship with the brand, product, company and fellow brand users (Utari & Warmika, 2015). Community based marketing that choosen by the café library tiny has many advantages, such as to reduce the costs, to stimulate new innovations, to maintain its authenticity due to always adapted on customers-oriented necessity. And natural reinvitation. Other than the communities, Tiny Library Café also observed the customer’s characteristics, namely their activities. One of their activities is gathering, that is what observed by café library tiny marketing manager. He added, the activity was merry and joyous.

“Young people love something fun. So, I think they have potential to become trendsetter, especially, if they are well known by public.”
(25/12/15).

By understanding the value and characteristic of the customer relationship, it is something practical for marketer to categorize customers based on their brand value and brand value of the customer (Schultz dan Schultz, 2004). The whole plan in determining the market segmentation that selected, end up in potentials owned in the young people as trendsetter that give effects in the market movement condition. an overview of the results discussion about the internal and external factors on the Café Library Tiny is described in the following table.

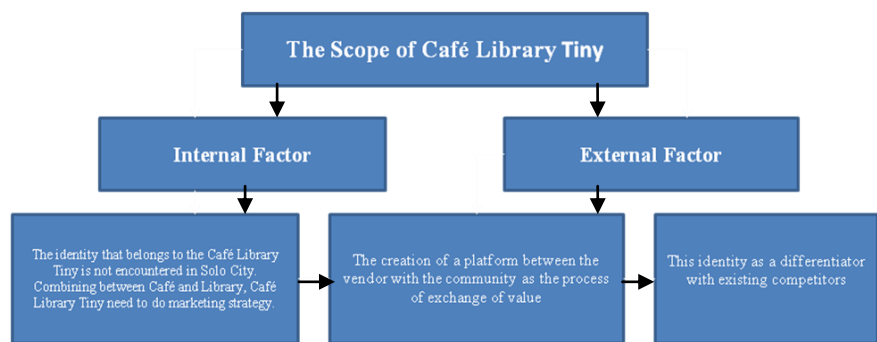


Table 1.1

b. Publicity

Belch (2009) explained that Public relation is a management function that evaluating the attitudes of the society, identifying the policy and procedure of the individual or organization to enhance the understanding and community’s acceptance. The objective of the PR is to enhance the brand cognizant and brand knowledge. (Ruslan, 2001). Café library tiny used the local media in Solo, as Manager Marketing said:

“First, we have used the printed media, we have cooperated with Solopos. Solopos have published café library tiny in one of its page. It was in the mid of May. And there were also Jawa Pos and Radar Solo. (24/12/15)

According to PRSA, Public relation is strategic communication processes that build a mutually beneficial relationship between organization and its communities. All planned communications, either eksternal or internal, between an organization with all of its communities in order to reach specific goals that based on understanding each other, (Jefkind 2003)

The usage of the local media, like the newspaper, is one of the ways in finding the latest news. By employing the local media as a means of promotion, Tiny Library Café has a step forward in its marketing in local arena. It can be observed through the existence of a community that join with the café library tiny showed that café library tiny management has taken an effective way, as described by the Fakta Bahasa Community and Football Community:

“This is really good due to a café with library theme is rarely found in Solo. In addition, we can cooperate with café managements for our programs “(25/12/15).

“The place is commodious, so, if we need a place for a large number of friends, it afford, very suitable for watching TV together or gathering” (25/12/15).

Basic assumption that a good public relation must be obtained and that” a good deed” of a company must be communicated effectively to gain a good public relation (Tsetsura and Kruckberg 2009) public shall response in a positive responses to organization and give benefits to the organization. Publicity is regarded as important because it involves potential clients and target demographically along with improving brand awareness and company’s visibility.

c. Sales Promotion

This activity refers to all marketing activity that attempted to directly stimulates buyer's action or direct selling. Promotion to the customer that conducted is by giving an interesting offer, as Marketing Manager of Café Library tiny added:

“We have a program called “paket” there is a special discount for customers who carry their student's identity card, or school students along with members of communities which have a cooperation with us, there is also promotional strategy, special day promo, the third is, there is new menu launching. If there is new menu that offered to customer, we put discount in it, along with opportunity to try it first.” (25/12/15).

Sales promotion that targetting the customer is usually used to enhance the selling or to speed up the purchasing time. According to Stanton (1984) in Angipora (2002), a sales promotion is an activity beyond the personal selling, advertisement and publicity that stimulates the purchase of the customers and dealers effectivity. it showed that the the more occurrence of the promotion of sale implemented by a product, the more aware the customer on a certain brand, the offer is felt by its community, the Fakta Bahasa and komunitas Bola in the following interview

“The sale promotion is merely concerning with the”Paket” just select the food or beverages, and the additional.” (18/12/15).

“The promotion was emphasized on the quantity itself. The “together Watching” where there was great sport event on TV can reach to 100 pax. It only derived from each of teams that supported. Therefore, we are most interested in the Paket of the more than 100 pax packages. The price is affordable too (25/12/15).

The explanations above shows that marketing communication activity like advertisements, sale promotion, personal selling, public relation and direct marketing has a role in brand equity, by creating the brand awareness, then, connecting the proper association with brand image in the customer's mind, creating positive perception or positive brand acceptance, and facilitating brand connection with the stronger customer (Kotler and Keller 2009) in this case, sales promotion give an effect to brand awareness.

d. Personal Selling

This strategy is emphasized on the personals, where the seller informs, educate and persuade a potential buyer to buy a product or service. The special quality of this method compared to other marketing methods is in its form of two way communication. Personal selling implemented by café library tiny is aimed to the communities. It has explained by Marketing Manager and Creatice Marketing of Tiny Library Café is related to internal factor that they have.

“We provided a commodious space, from the inside room to outside, the indoor space is commodious too” (25/12/15).

“We distributed member's card to all community members, so there is list of community members, so if there is a member of community shows a member card, he has a special discount.” (25/12/15).

In taking the benefit from the community through the personal selling, it makes easier for management to influence the community to purchase products that offered. The reason is the community has a similar taste and they are potential customers. A community is a group of persons that care to each others, where there is a strong relationship due to similarity in interest or values. (Kartajaya 2008) several communities who have joined in the Tiny Library Café showed the effectivity of the personal selling that implemented by Creative Manager of Tiny Library Café.

“One of community join here is Komunitas Bola, soccer fans club, Manchester United Fans club, Liverpool, or Arsenal ” (25/12/15).

“Other than the Komunitas Bola, there is photography community, one of them is UNS, Decafe. Sharing information on decafe, paintings are also displayed here, interiors are also displayed here, and all creativities of the decafes members itself. There is also Fakta bahasa that also joint with us here, they are young peoples who fond of in languages, languages lovers.” (25/12/15).

“There is also community of the skateboard, comic levers, and also Komunitas akar daun and also YOT community, (Young on Top) that have joined us as well.” (25/12/15).

An event where a brand was a sponsor for all of the important activities makes the brand owns the same image with the events (Kotler, 2009). The interviews above showed that several communities that have join were not compatible with library tiny identity itself. It may create bias to image in the customers’ mind. The assumption was also perceived by komunitas bola and fakta bahasa that joint and they gave responses as follows:

“I think, because of the initial concept was library. But because of the event “together watch” were also organized, it seemed that it touched on other domain, we perceived it as positive because we have other activities that involving quite large number of participant, and they have commodious spaces, so I think it is ok if they tried those new creativity. ” (18/12/15).

Member of communities, more or less, shall influence, invite and interact each others (Hendra 2001). The effect may be in the form of positively or

negatively influence or invitation. It showed that the higher effect resulted from a community, the higher brand awareness of a product.

e. Internet Marketing

Marketing activities by using internet or online is widely used by the companies. Other than minimalizing the cost, information that distributed accepted by public quickly. Web 2.0 is a system where, not only we can see the contents but also interact in sharing information freely and enable to engage in a two way communication.

“About the social media, we have cooperation with marketing media in Solo, named Solo Media Promo. This Solo Media Promo is actively promoting business in Solo, like the culinary, accessories, clothing, and we have also entered in their website of Solo Media Promo. Therefore, we are assisted by the Solo Media Promo for our promotional activities. And the rest is Kuliner Solo. They are actively promoting us in twitter (25/12/15).

Internet marketing is a process to build and maintain a relationship with customer online as a means to share opinions, products, and services to reach a common goals (Mohammed et al 2003) marketing that implemented by Tiny Library Café by cooperating with other parties was an effective activity, considering that the parties were also engaged in a similar activities. the branding activities could be received quickly by the public. Promotions, advertisements, transactions, and payments can be conducted in their web pages. The users of the internet marketing can easily access the information, everywhere, by using computer connected to internet (Ling & Lie, 2006). In addition Tiny Library Café have also conducted similar activities privately where they have a special website. Along with all additional social medias, as described by the Marketing Manager and Creative Marketing of Café library tiny:

“We updated the instagram when there were events or agendas and we shared it for documentations and then, in twitter we make hashtags, for instance, when there is event of together watch, we make hashtag of Manchester United vs Chelsea, just like that, and we shared it on twitter and then we retweet, there comes many hashtags that invited”. (25/12/15).

Still, in the social media, we made several articles, in Blog or wordpress. For instance, we made article of “ten of most convenient places for book lovers in Solo ”(25/12/15).

Considering on the answers above, it showed that the using of the social media in instagram and twitter resulted in effective way in brand awareness image building done by the Tiny Library Café. Research of Purworini (2012), on personal branding in facebook social media on UMS students showed that personal branding in facebook was an effort to be part of socialization. Along with this research, social media is capable in creating a positioning in public’s mind because of the conveyed information is in the form of identity introduction that result in brand image.

The hashtags are also intended to be focused into a theme or aimed into grouping. In webner’s cultivation theory, discussing on the effect of mass communication to convinct peoples, he explained that the mass media effect is more cumulative and more impact in sosio cultural level than individuals (John and Foss 2005) the explanation refers to previous market segmentation. It means that the hashtags usage is more intended to certain areas.

f. Advertisement

Advertising activities included in the integrated marketing communication’s tools. The selection of the applied media shall answer the effectivity of messages that conveyed. Tiny Library Café implement the advertisement by selecting several media, as explained by the Marketing Manager and Creative marketing of Café library tiny:

“The marketing strategy that related with advertisement is mainly with the brochures. We provide brochures here, not only related with description of the café itself, or maps, we have also inserted coupons, coupons of discounts.” (25/12/15).

“Printed media, like brochures, and we made banners in medium sizes, and many others” (25/12/15).

From the answer above, the method of advertising applied by café library tiny were still using conventional methods. But the methods still widely applied until now. The method was selected due to geographic segmentation; the advertisement was aimed to influence customer’s affective and cognitive, evaluative, feeling, knowledge, meaning, trust, and image that related with product and brand. The main objective of an advertisement is to affect customer’s behavior to purchase. ” (Petter & Olson, 2000).

g. Point of Purchase

This promotional activity is the final stage that may result in the decision to purchase a product. Something that owned in the product is strengthened after the advertisement activity implemented. In the interview with the Creative marketing and Marketing Manager it explained as follows:

“We recommended the waiters to give the correct informations, for instance, on menus, the special about the menu, today’s priorities, etc.” (25/12/15)

Favorite menu is marked with star, and when customers ask about the menu, we give the explanations. ” (25/12/15)

The answer above showed that activities conducted by café library tiny is based on the function of Point of Purchase itself, it is giving information, reminding and affecting the customer decision. Other than that, there is other form done in the café library tiny, it is by using a blackboard as a media. Displayed in the entrance door, the black board informing the menus, programs and discounts. Amechi & Long (2013), stated that Point of Purchase is very effective because message of this advertisement is found in the place where customers agree to purchase or where the product mostly available. (Cancerina, 2013).). The results of discussion about the strategy on the Café Library Tiny is described in the following table

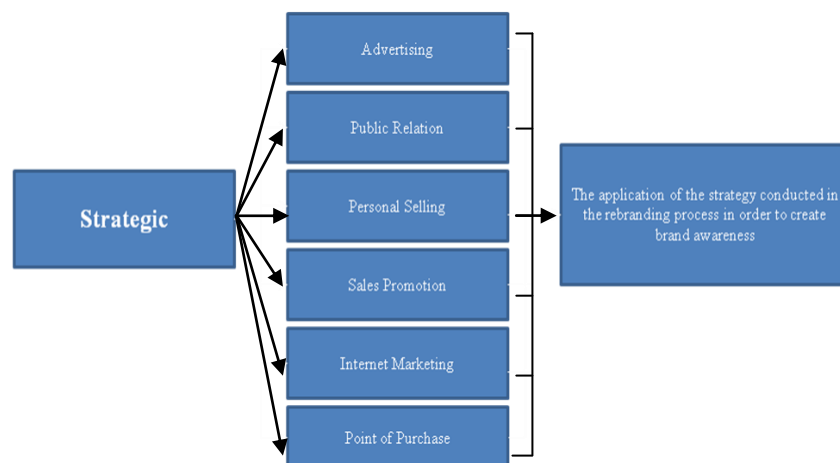


Table 1.2

4. CONCLUSION

Strategy implemented by the Tiny Library Café in creating brand awareness in public mind run well. It means that the selection of the marketing tools that were used, were completing each other, from the advertising until final stage, which is the point of purchase. The marketing activity that conducted was creating awareness on the existence of the Tiny Library Café, proved with large numbers of communities that joined and cooperated. In the internet marketing, it is the most visible, due to the brand awareness building from activities sponsored by Tiny Library Café have gained attention for potentially joint community.

The cooperation of the communities in the Tiny Library Café has met the promoted segmentation in the process of mapping the determined customer target. But it should be emphasized on the managed brand. It back to brief design to be delivered to the public, along with the strength of the information that delivered from the media that is used. *Above the Line* and *Below The Line* the value gained from activities that held and sponsored. The brand image would appear from the customer and it may result in bias in the existing brand image of the Tiny Library Café. The selection of partners from the similar background and activity which had a theme compatible with the identity of Tiny Library Café should be considered. Its purpose was to maintain the positioning that obtained and avoiding bias in the brand image.

The building of the Tiny Library Café brand awareness was determined from the proper marketing communications. In order to make the brand easily known and recognized, surely, the marketing activity should be implemented. The café may conduct the marketing integration with the criteria as follows: coverage, cost, direct effect and indirect effect. But, prior to the implement of the marketing programs, the bargaining value of the product should be determined first.

The sustainability of the aspects may be elaborated later, on the brand loyalty, quality impression, or brand association, those needs to be made as sources of the next research to determine the impacts of the application of the integrated marketing communication tools. This research need to be conducted considering that the activities on marketing level is kept on changing along with the occurrence of new element that follows.

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